

Organize the **oral presentation** into the following sections:

Attire and Format



Dress Smart. Keep Smiling. Be Confident. Speak confidently. Keep eye contact with the different sections of your audience. Don't Read. Discuss.

Know your product. Discuss your product with enthusiasm and passion. Moderate your voice projection. Engage the audience in the discussion by asking questions.

"The basic format of your presentation should follow the "Tell them what you're going to tell them," "Tell them," and "Tell them what you told them" format. This includes an overview, the presentation and a recap."

Pop Quiz

To get attendees to buy into your message, administer a "pop quiz," asking them questions about the product, the pricing, the competition, the target customer and other topics you'll cover in your presentation. Tailor the questions so that the attendees give you the information you will soon be presenting, creating a stronger belief in what you're selling.

Present Research

Don't ask attendees to rely on your word or opinion. Use statistical data and research to introduce objectivity to your presentation. Visit the websites of trade associations in the industry or profession that serves your client, customer or your business, if you are making an in-house presentation. Find research reports that provide market trends, consumer preference or demographic shifts, sales numbers and other data. Provide historical data from the customer or your company to give an overview of its sales trends.

Use Visuals

Don't rely on the spoken word or simple text on an overhead or chalkboard. Use photos of the product alongside competitors' to let attendees see the differences. Use graphs to show sales growth or decline across specific time periods. List the various media you are recommending be used for advertising and those that won't be chosen and use bar charts to compare readers and costs. Show pictures of the magazines and websites you're recommending. Always have product samples in the room, if possible.

Create Mock-Ups

Let attendees see samples of the ads, brochures, direct mail pieces, websites banners and billboards you plan to use. Let them see your application of the consistent brand and benefits messages. Explain why you chose the typography you did and the graphics you used."

Marketing Presentation Ideas (Samuels D, n.d), Retrieved from

<http://smallbusiness.chron.com/marketing-presentation-ideas-43086.html>